

Fujitsu World Tour 2019

FUJITSU
shaping tomorrow with you

Human Centric Innovation

Driving a Trusted Future

Unleash the potential of your workforce

Nerys Mutlow

Head of Future Workplace

Head of Consulting & Professional Services

Marcus Robbins

Head of Strategy and Portfolio

Consulting & Professional Services

The Evolving Organisation

Every company needs
to be a **software, data**
and **experience** type
organisation

50% of 20,000 Bosch
advertised positions are
for software development
experts

Amazon to **add 2,500**
jobs in the UK in 2018,
including **650** in its
AWS/cloud division

Marks & Spencer opens “Data
Academy” to provide data
analytics training to **more than**
1,000 of its retail staff

WeWork has created a
business by allowing
organisations to ‘rent’ a better
workplace experience

Racing to Improve Employees Engagement

87% of employees
worldwide are **disengaged**

BUT

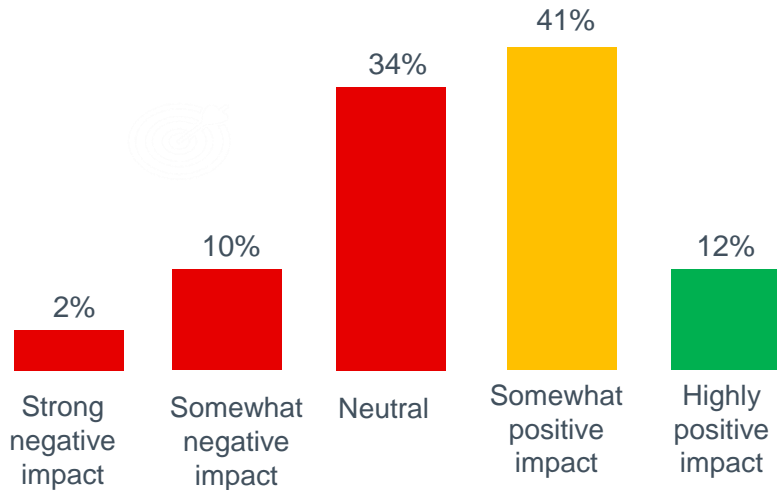
companies with a highly
engaged workforce
outperform their peers
by **147%**

41% Lower Absenteeism
24% Lower Staff Turnover
28% Less Shrinkage
70% Fewer Employee Safety Incidents
58% Fewer Patient Safety Incidents
40% Fewer Defects
10% Higher Customer Metrics
17% Higher Productivity
20% Higher Sales
21% Higher Profitability

Source: GALLUP survey

46% Say Their Workplace is Not Having a Positive Impact

Q. What impact does your current workplace environment have on your organization's ability to attract & retain employees?

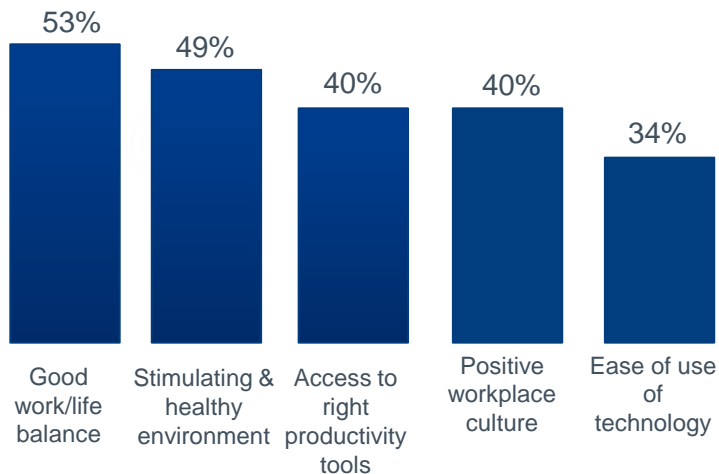


*Employees in the **transport and manufacturing** sectors were least positive in their opinions.*

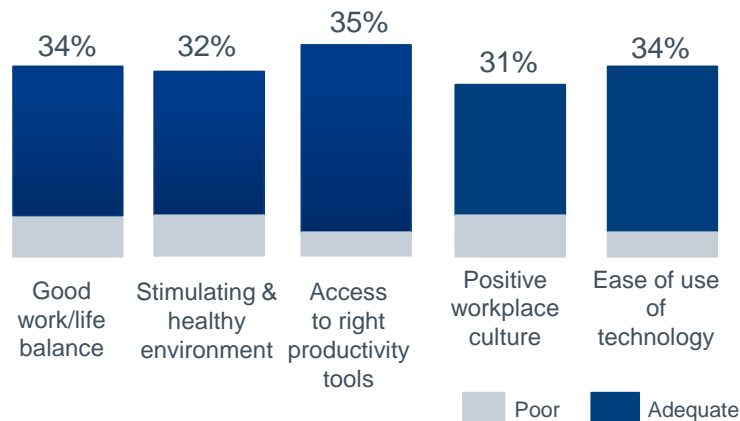


What is Important in the Workplace Environment?

Q. What impact does your current workplace environment have on your organization's ability to attract & retain employees?

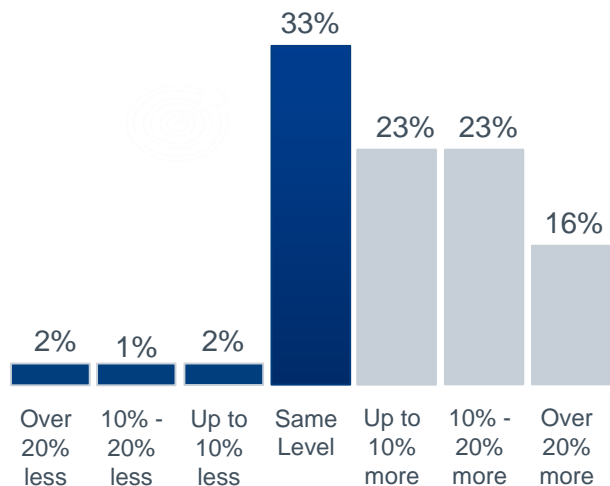


Q. How effective is your organization in enhancing your productivity in these areas?

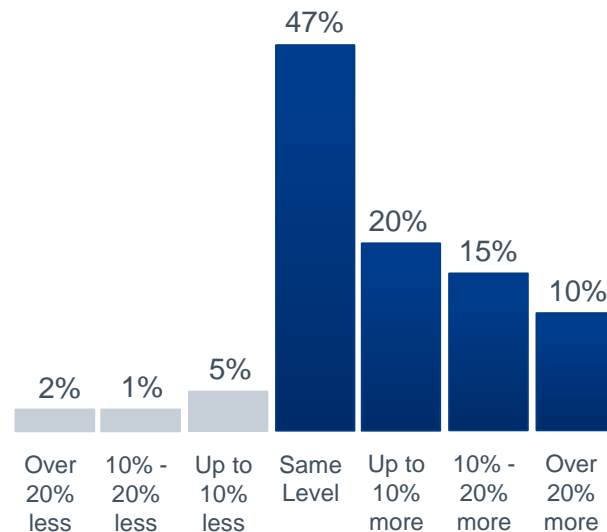


Today's Workplace is Not Truly Driving Productivity

Q. Do you think you are more productive than you were two years ago?



Q. Do you think you are working more hours than you were two years ago?



Some Basic Problems Need Addressing



35%

Only 35% of employees state that they are very confident in their employer's ability to **protect corporate data**



26%

More than a quarter of participants state that productivity is impacted by at least 3-5 major technology issues **every week**.



20%

Less than a quarter rate their employer's ability to enhance the productivity of employees with disabilities through **assistive technologies** as very strong.

Initiatives to Pursue to Achieve the Future Workplace



**Intelligent
Workplace**



**Boundary-less
Workplace**



**Cross-Generational
Workplace**



**Low Impact
Workplace**



**Lifestyle
Workplace**

Why?

- Engaged workforce
 - Attract and retain the best talent
 - Ensure Agility
- = Increase profitability and shareholder value

The Future is Here, the People Are Ready and the Time Is Now

81% of employees believe their organization's use of Artificial Intelligence (AI) in the workplace will have a positive impact on their productivity (Fujitsu Workplace2025 survey)

Using portable devices for work tasks saves employees **58 minutes per day** while increasing productivity by **34%** ([Frost & Sullivan](#))

There are an estimated **35,000** flexible workspaces in the world. The global market value of flexible workspaces is approx. **\$26 billion**. (Allwork.Space)

63% of UK employees are willing to consider freelancing and it is expected that 50% of the UK workforce could be self-employed by 2020. ([Recruitment International](#))

The BYOD market is on course to hit almost **\$367 billion by 2022**, up from just \$30 billion in 2014 ([BetaNews](#)).

>50% of workers now report that they work outside the main office 2.5 days a week or more. ([Magazine UK](#))

Gartner recognizes Fujitsu as a Leader for Managed Workplace Services in Europe



Magic Quadrant for European Managed Workplace Services



Source: Gartner (January 2019)

Within the Gartner Magic Quadrant for Managed Workplace Services, Europe, Fujitsu are once again positioned in the 'Leaders' quadrant. Best of all, we have achieved the highest placement for our ability to execute and one of the highest placements for our strategic vision.

According to Gartner

- Leaders deliver their service solutions skillfully, have a clear vision of the direction of the service market, and are actively building and improving their competencies to sustain their leadership positions. The Leaders Quadrant indicates the direction of the MWS market. However, most digital workplace offerings still have low adoption rates
- Leaders have demonstrated their experience in delivering MWS and understand the requirements to successfully deliver these services. They have proved their ability to execute and their strategic visions

[View the full report](#)

Magic Quadrant Disclaimer

Gartner Magic Quadrant for Managed Workplace Services, Europe by David Groombridge, Claudio Da Rold, Federica Troni, Nikos Drakos, January 14, 2019.

This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Fujitsu.

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Colleague Experience: Employee Journey Mapping

Deliver a 5★ Customer Experience



Employee Journey Mapping

Why Assess your Employee Journeys?



- ✓ Identify gaps in processes and define actions to remediate
- ✓ Identify tangible and realisable business benefits
- ✓ Provide a continuous improvement opportunity roadmap
- ✓ Identify automation opportunities
- ✓ Identify where technology innovation improves or influence the journeys
- ✓ Uncover process bottleneck in functional handoffs
- ✓ Provide an Investment roadmap

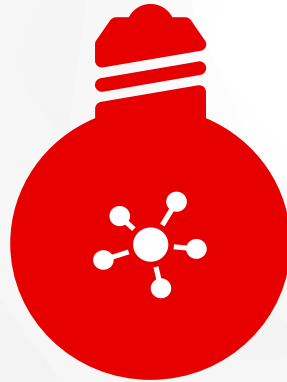
The employee journey is a **living blueprint** and can be updated and referred to continually through the journey to deliver a **5* customer experience**

Employee Journey Mapping

Deliver a 5★ Customer Experience



A complete view of all **business pain points**, **human centric touchpoints** and **cultural challenges** that affect the colleague experience



A detailed perspective on the **role of data and technology** in supporting colleagues work

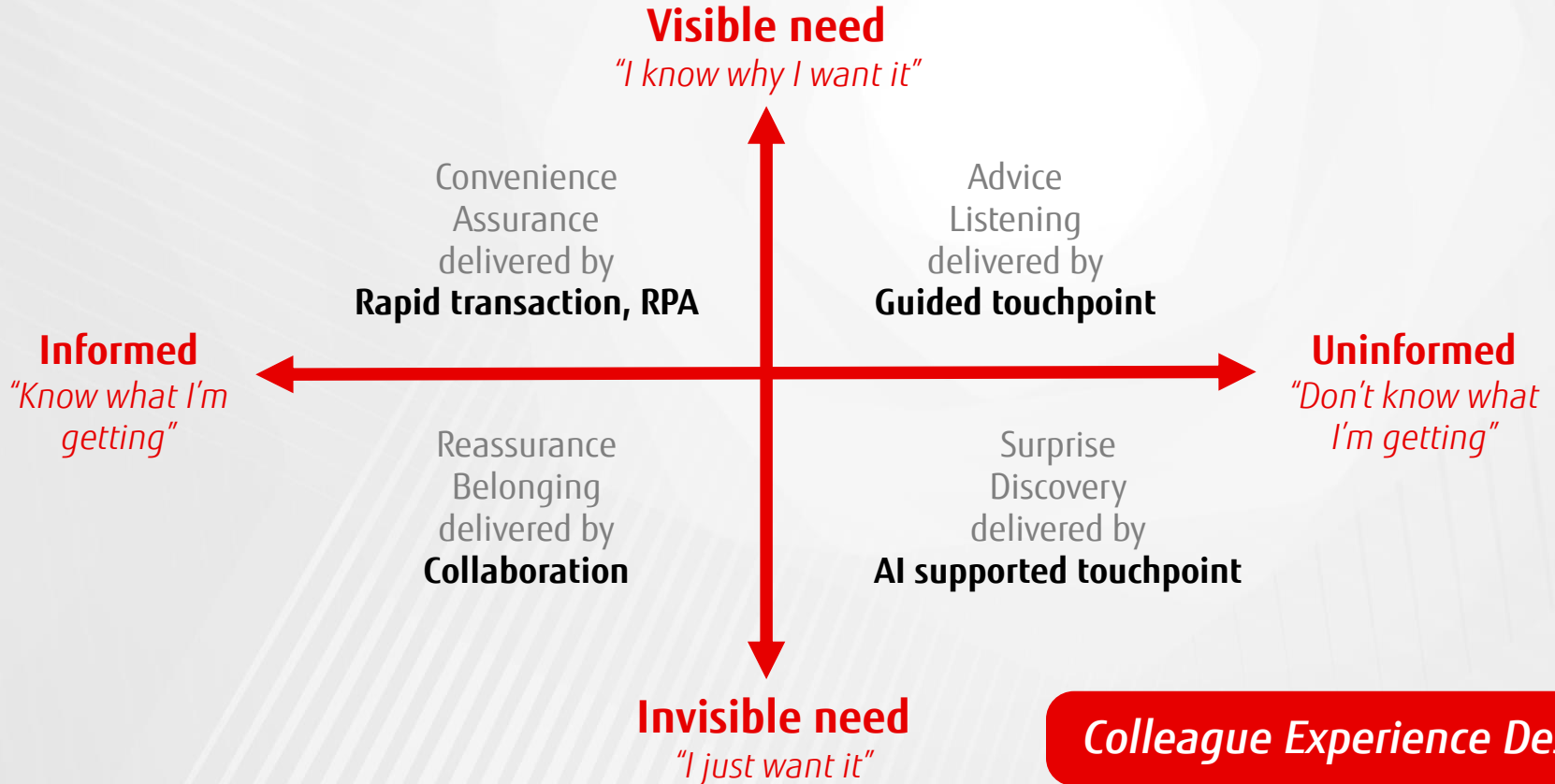


Driving a vision created with a **wider business lens** than just the common single business unit view

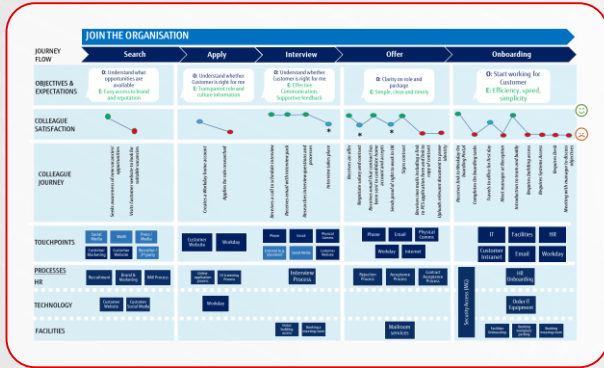
Employee Journey Mapping

Colleague Experience Design

Human Experience at the Heart of your Business



Turning Journeys into Experiences



Interaction Design



Wireframe



Visual Design



Colours



Graphic Design



Layouts

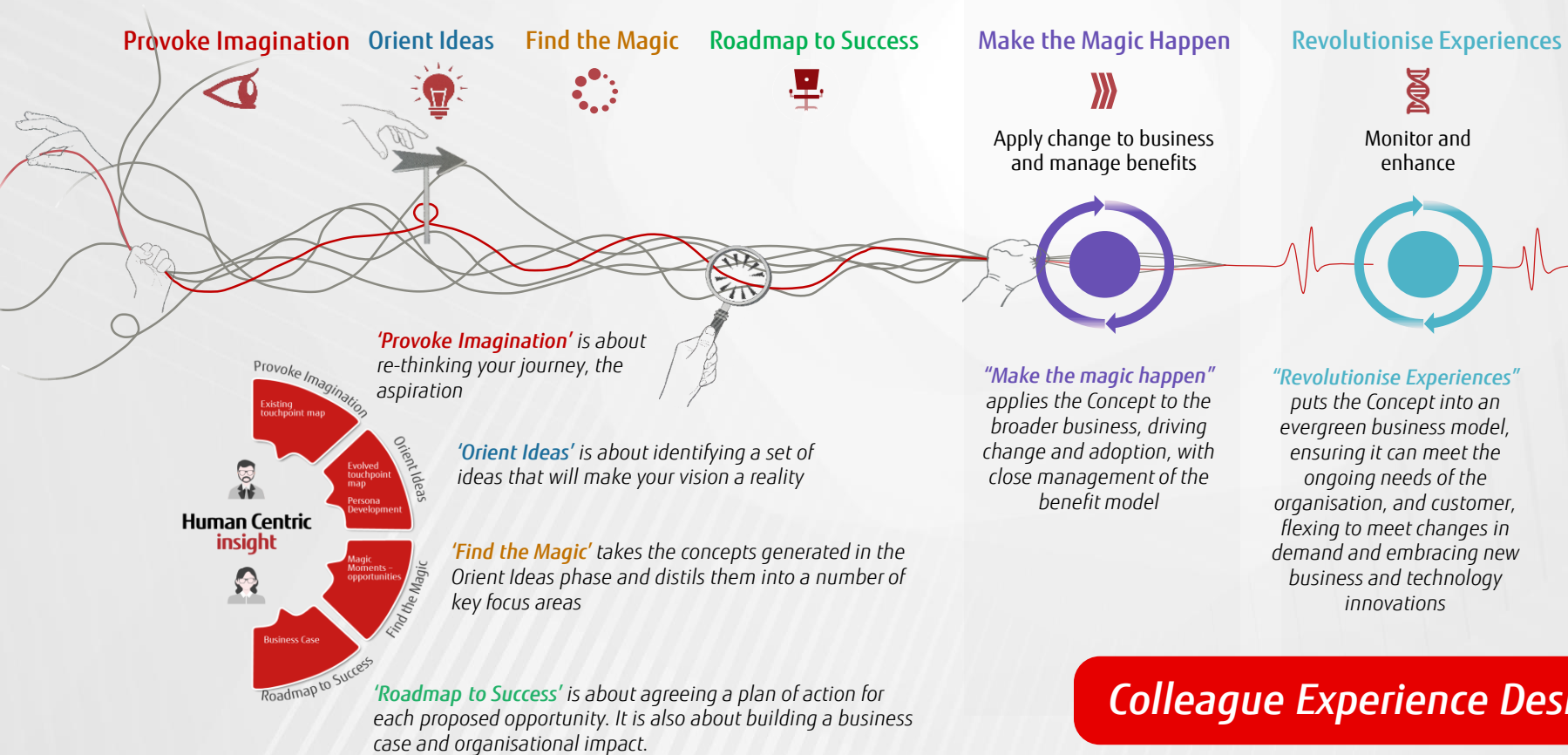


*"Design creates culture. Culture shapes values.
Values determine the future."*

Robert L. Peters, designer and author

Colleague Experience Design

Colleague Experience at the Heart of your Business



Colleague Experience Design

In practice: Experience as an enabler of change

A large UK based Bank: The brief

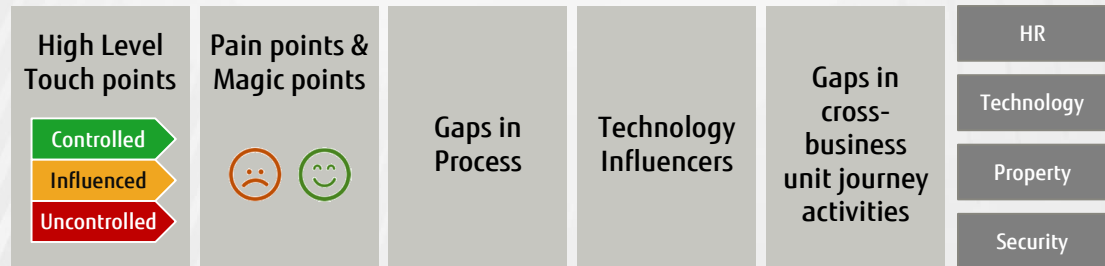
Define a 5★ colleague experience to then join to strategic improvement activities in order to:

- Drive business productivity
- Influence the Customer brand positively
- Influence the customer journeys positively
- Influence business growth

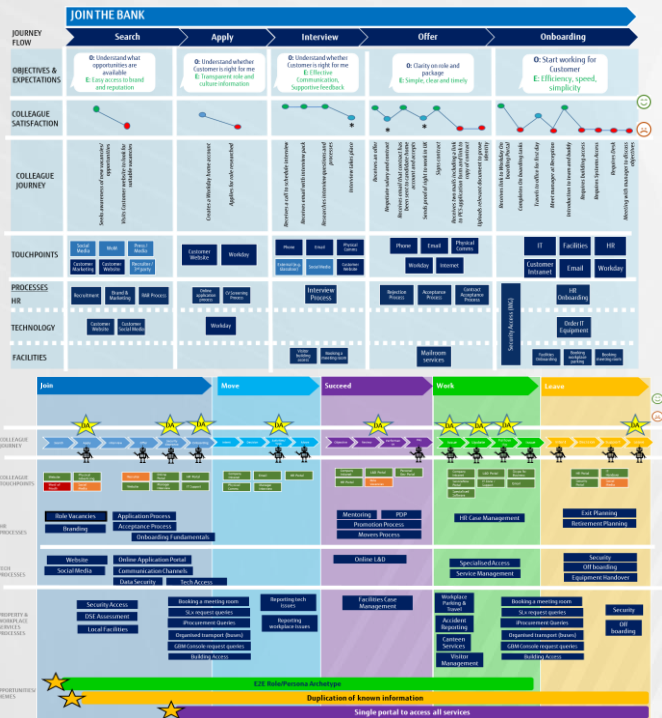


Provide an opportunity to roadmap quick win improvements both tactically and strategically;

- Show where colleague journey improvements influence customer journeys
- Provide a roadmap for technological improvements
- Provide a roadmap of quick, simple process improvements
- Provide a roadmap of supporting the Ways of Working ongoing improvements



A large UK based Bank: The result



Next Steps

Complete high level journey mapping (**other journeys**) and work with Customer Journey activities

Business case, MVP and benefits case of each emerging key theme

Measuring Colleague Experience Approach

Recommendations in line with strategy.
Business Change Strategy

Detail map of process and technology **ownership and communication gaps**

Map to **other business activities & roadmaps**; HR & Workday, Technology, Finance, Property & Spaces

Recommend an EPIC – join up to the HR role profiling and Customer Journeys to provide an E2E journey map

Consider running this more broadly across specific roles

Colleague Experience
Obeya Board

Key Themes

Streamline onboarding through Role/Persona Archetypes

- End to end definition of the role 'families'
- Meeting the needs of the role through a simple, streamlined process, in alignment with the Inclusion planning
- Joined up through HR/Technology/Property
 - Joined up to Customer Journeys

Duplication of known information

Single portal to access all services

Program to drive new ways of working across the bank

Exploiting Technology: New Ways of Working?



Know Your Employees

- What are your transformation objectives?
- Develop User Personas
- Determine Points of View

01



Build Scenarios

- Outline 'As-is' Work Scenarios
- Capture New Work Scenarios
- Map Personas to Scenarios

02



Plan the Way Forward

- Determine Adoption Intervention Candidates
- Rank Based on Business Benefits
- Plan Campaign

03

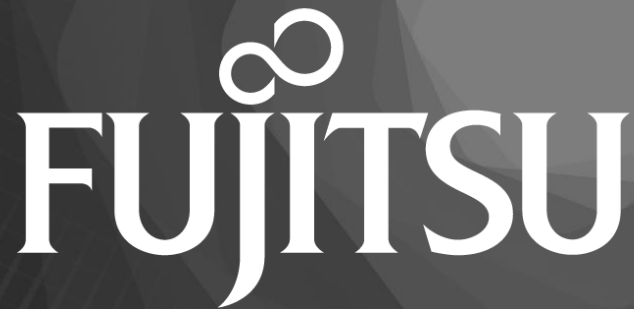
New Ways of Working

Q&A

Next steps



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